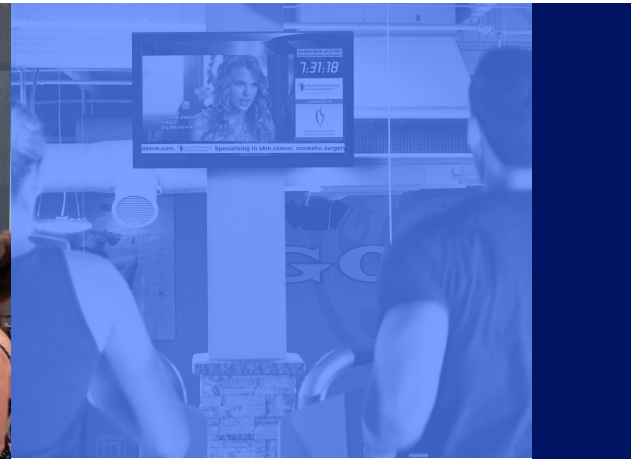
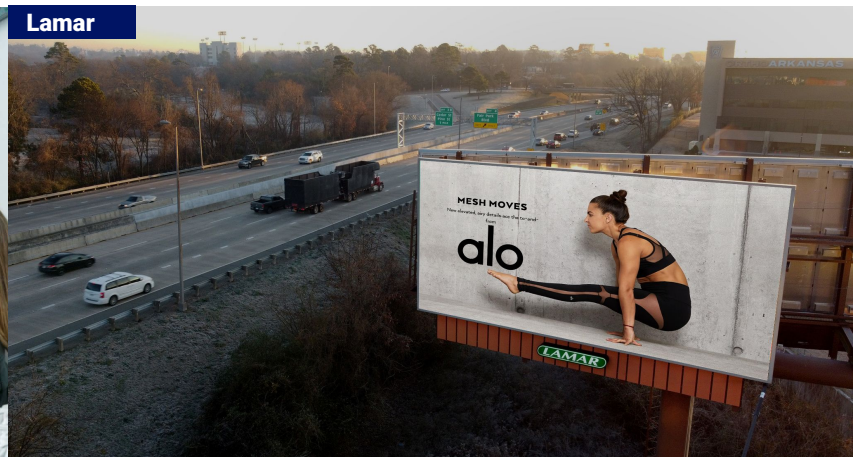
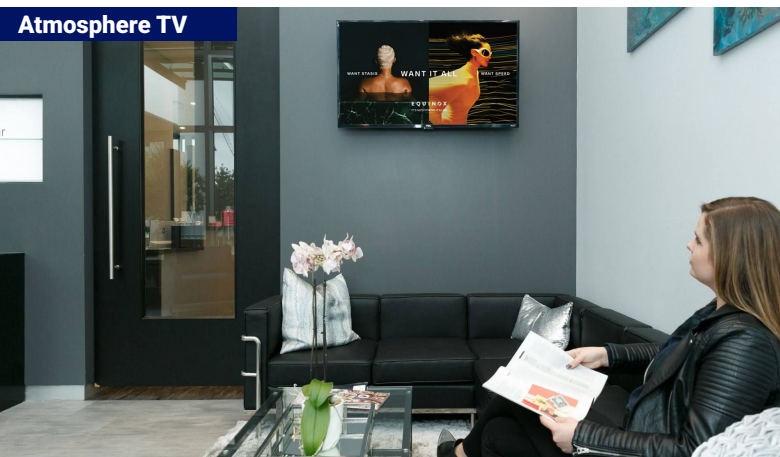




Inspire Fitness and Wellness Goals with Programmatic DOOH

In the new year, millions of consumers commit to their health and fitness goals with renewed energy, making it a prime time for brands to reach them with messaging that aligns with their wellness journey.

Programmatic DOOH offers the ability to deliver targeted, contextually relevant messages to consumers in the real world—whether they're heading to the gym, visiting the doctor's office, shopping for nutritious meals, or simply on the move. Amplify the impact of “New Year, New You” campaigns with Place Exchange's global footprint of premium DOOH inventory across all major venues and formats.



53%

of Americans make a New Year's resolution to exercise more

79%

of Americans make a New Year's resolution to improve health

Source: Drive Research, 2024

Contact us-programmatic-sales@broadsign.com to learn more

Reach health conscious consumers with Place Exchange's Retail Media Network, with over 513,000 screens

- Consumers on a health journey, prioritizing fitness at local gyms
- In the doctor's' office for annual check-ups, vaccinations, and more
- At the pharmacy shopping to improve their health and wellness

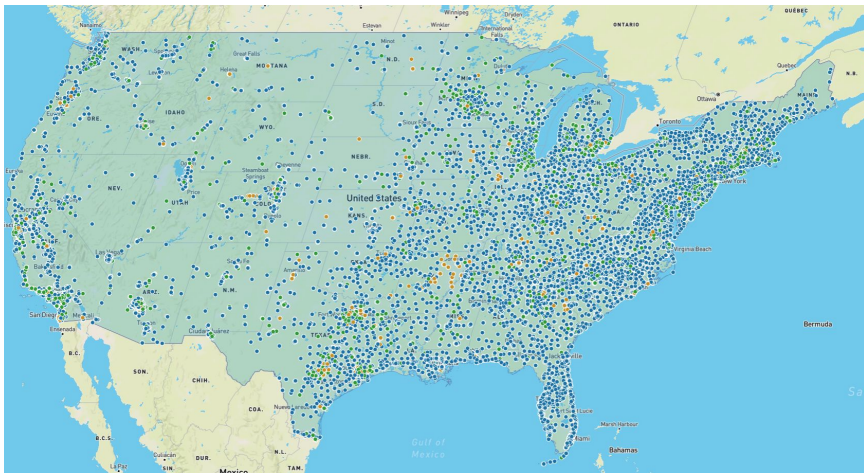


and more!

Contextually Relevant Locations

Engage consumers in the physical world with targeting based on the right physical context for your brand in health clubs & gyms, grocery stores, retail locations, and more.

Sample map showing inventory throughout the US.

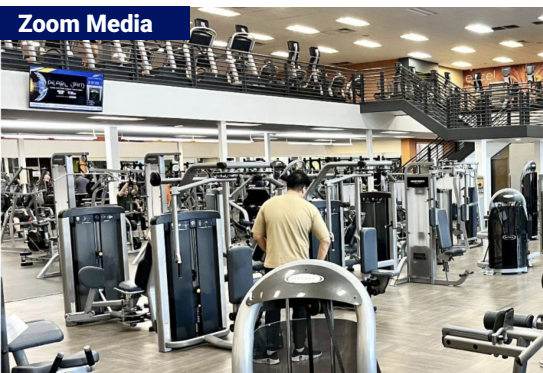


- Total Screens: **186,132**
- Impressions (4-week): **8.4B**

Venue Type

Grocery	
Gyms	
Point of care	

Zoom Media



Rockbot



Leverage Advanced Targeting Capabilities

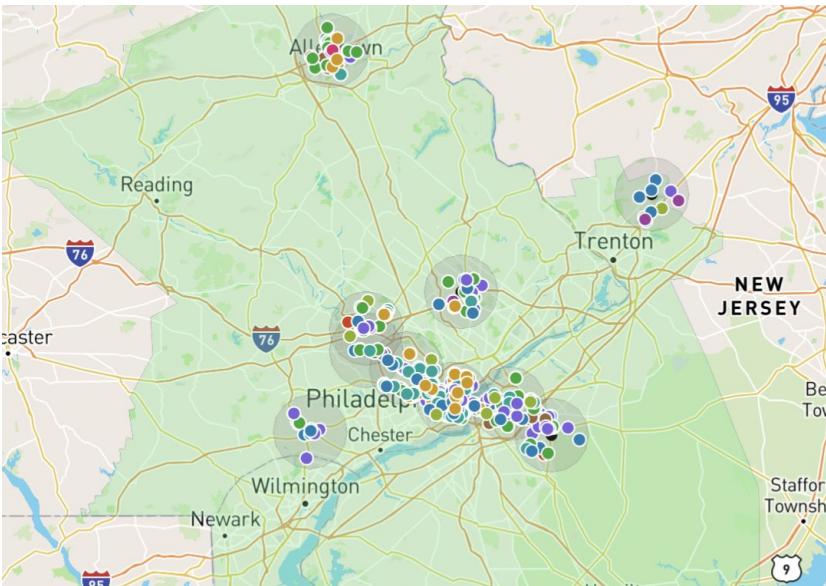
Audience Targeting

PX can match 1st and 3rd party audiences to individual screens and deliver ads to those that index highest for the target audience.

Location Targeting

Place Exchange enables location targeting at any level of granularity, from distinct points of interest to custom geofences, zips, or DMAs.

Target by city & geofence: Sample map showing inventory in the Philadelphia, PA DMA within a 5 mile radius around Lululemon stores



Publisher Screens	
PatientPoint	
Vengo	
Coinstar	
Screenverse	
Zoom Media	
KeyMe	
Simon Malls	
Loop Media	
Other	
POI: Lululemon stores	

